

## QUARTERLY ISSUES - PROGRAMS REPORT

Station: KXOA FM

Location: Sacramento, California

For:

<u>      </u>	January-March	19	<u>      </u>
<u>  X  </u>	April-June	19	<u>  98  </u>
<u>      </u>	July-September	19	<u>      </u>
<u>      </u>	October-December	19	<u>      </u>

Attached are descriptions of local issues addressed by the station and descriptions of how each issues was treated through the station's most significant issue-responsive programming or announcements during the reporting period.

## ASCERTAINED COMMUNITY ISSUES

Following is a list of issues which KXOA-FM has determined to be of concern to Sacramento and to listeners through the KXOA-FM service area.

1. EDUCATION, including the quality of public education; school busing; white flight; bilingual education; school violence and the quality of college and adult education.
2. ECONOMY, including inflation, economic development; economic opportunity, welfare; unemployment; job training; labor relations, and consumer issues.
3. GOVERNMENT, including government spending; the provision of government services; taxes; general political debate by officials and candidates.
4. HEALTH, including quality of medical facilities; national health programs, nutrition; physical fitness; mental health; preventive health care, and medical malpractice.
5. ENVIRONMENT, ENERGY and TRANSPORTATION, including natural disasters, pollution, especially air and water; the water crises, and the effects of urban sprawl.
6. MINORITIES/WOMEN/AGING, including discrimination and other problems of racial minorities, women and senior citizens, the handicapped, homosexuals and religious and ethnic groups.
7. CRIME, including increasing crime rate, youth and gang crime; police-community relations; gun control; law enforcement; the criminal justice system; and the prison system, reform and rehabilitation.
8. DRUG ABUSE, including the increase in use and abuse of drugs and alcohol; rehabilitation programs, drunk driving; and the need for greater education.
9. HOUSING, including rental restrictions, rent control; lack of low and middle housing; landlord/tenant relations; historical preservation, and mortgage rates.
10. YOUTH/FAMILY, including issues regarding marriage; the changing role of the family; parenting; and child rearing and abuse.

## KXOA-FM ISSUE-RESPONSIVE PROGRAMMING

KXOA-FM regularly broadcasts programs and informational messages dealing with issues that affect its listeners and the communities they live in. A description of this programming follows:

<u>Day/Time</u>	<u>Program</u>	<u>Description</u>
Sunday 10P-11P	Public File Host: <i>Kat Maudru</i>	Locally produced news and public affairs magazine show featuring in depth interviews, investigative reports, documentaries and feature stories on news events and issues of significance to the Sacramento area.
Sunday 6A-7A	Newsweek On-Air	Weekly, one hour syndicated radio program co-produced by The Associated Press and Newsweek.
Various Days/Times	Public Service Announcements	Brief, informational messages, that serve the community's needs and interests by promoting programs, activities or services of governmental or non-profit organizations, or by otherwise informing listeners about community issues and events. PSA's are aired through the broadcast day.

KXOA-FM also periodically produces and presents special programs that provide in-depth treatment of issues confronting the Sacramento area. These special programs are presented at various times during the broadcast day.

## ISSUES/PROGRAMS LIST

### EDUCATION

Issue: History Through Local Art

Program: Public File

Date: May 24, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: In commemoration of 150 years since the discovery of gold at Sutter's Mill, the Crocker Art Museum presents "Art of the Gold", a major traveling exhibition of paintings, watercolors and drawings created between the discovery of gold in 1848 and the mid-1880's. The works record the impressions of early Argonauts, the development of Northern California's fledgling artistic community in the 1850's, and in general offers invaluable, compelling artistic and historic testimony to the experiences of participants in the Gold Rush.

Issue: Alternatives to Courtroom Litigation

Program: Public File

Date: May 31, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: The Sacramento Mediation Center provides no and low cost mediation and conciliation services as well as mediation training to groups and individuals of the greater Sacramento area. Mediation is an alternative to traditional court litigation. It assists people in resolving disputes without going to court. It is voluntary, informal, convenient and confidential. The process brings disputing parties together and focuses on their needs and interests to help bring about fair and lasting solutions.

## ISSUES/PROGRAMS LIST

### ECONOMY

Issue: Alternative Insurance

Program: Public File

Date: June 7, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: The guests of Progressive Insurance introduced an innovative auto insurance claim service that features specially marked and outfitted vehicles that are available to be dispatched to customers 24 hours a day, 7 days a week at the scene of an accident or when they report a claim. The immediate response does not add to the overall cost of insurance and it seeks to alleviate the stress, hassle, anxiety, and loss of time that traditional insurance routes tend to cause consumers.

Issue: Employment Opportunities

Program: Public File

Date: June 21, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: Today's booming economy has created new opportunities for job seekers at every level of experience. The June Job Fair is an excellent opportunity to meet recruiters from some of the area's most respected employers in fields such as administration, customer service, education, Healthcare, marketing, sales, technical engineering and many more. In addition to meeting prospective employers, the Job Fair also offers free resume critiques, the "Job Search Survival Kit" which helps job seekers tap into the key elements of a successful job search, and seminars about the current job market and interviews and resumes.

## ISSUES/PROGRAMS LIST

### GOVERNMENT

Issue: Alternatives to Courtroom Litigation

Program: Public File

Date: May 31, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: The Sacramento Mediation Center provides no and low cost mediation and conciliation services as well as mediation training to groups and individuals of the greater Sacramento area. Mediation is an alternative to traditional court litigation. It assists people in resolving disputes without going to court. It is voluntary, informal, convenient and confidential. The process brings disputing parties together and focuses on their needs and interests to help bring about fair and lasting solutions.

## ISSUES/PROGRAMS LIST

### HEALTH

Issue: Ovarian Cancer

Program: Public File  
Date: April 12, 1998  
Time/Duration: 10-10:30PM - 30 Minutes  
Type: Interview

Description: Assemblywoman Ortiz's bill authorizes the Department of Health Services to provide information to the public and to health providers about gynecological cancers. It also establishes a Women's Gynecological Information Advisory Council. Ovarian Cancer is the leading cause of death from gynecological malignancies in the United States. The American Cancer Society estimates that in 1998 some 25,400 new cases will be diagnosed nationally. Early detection is the key to containing the disease and saving lives.

Issue: Occupational Therapy

Program: Public File  
Date: April 26, 1998  
Time/Duration: 10-10:30PM - 30 Minutes  
Type: Interview

Description: Occupational Therapy is an important element in the successful treatment of individuals of any age who are experiencing difficulty functioning in daily life. Applications of occupational therapy range from stimulating feeding reflexes in a premature infant to promoting safety and independence for a frail elderly person. Occupational therapy helps adults with problems related to work injuries, cardiovascular disease, mental health problems, or neurological dysfunctions. It can increase the capacity for independent functioning in daily activities requiring physical, social and cognitive performance.

Issue: Stroke Awareness

Program: Public File  
Date: April 26, 1998  
Time/Duration: 10:30-11P - 30 Minutes  
Type: Interview

Description: Strokes can happen at any time and at any age. The American Heart Association wants the public to know that when it comes to stroke treatment, every second counts. Studies show that many people who are having a stroke don't realize it and those around them don't recognize the warning signs of stroke. Consequently, the stroke victim does not receive medical care within the three hour window for treatment with new therapies that can interrupt a brain attack.

## ISSUES/PROGRAMS LIST

### HEALTH (CONT'D)

Issue: Availability of Cancer Information

Program: Public File

Date: May 3, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: It is estimated that nearly 13,000 people in the Sacramento area will be diagnosed with cancer this year. Residents of the Sacramento area will be the first in California and among the first in the country to benefit from its new cancer information and resource service... a national "one-stop" help line for up-to-date cancer information as well as local cancer resources. The American Cancer Society's new service is the only national cancer help line in the country that can offer both general and localized information.

Issue: Asthma / Allergies

Program: Public File

Date: May 10, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: More than 14 million Americans have asthma and its prevalence is increasing. 5000 people die of asthma annually. Since weather conditions such as extremely wet weather can worsen asthma, the El Nino year has been a particularly troublesome one for asthma sufferers. Many treatment options are available to control and reverse this chronic inflammatory obstruction of the lungs' airways.

Issue: Smoking Cessation / Prevention

Program: Public File

Date: May 17, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: Sacramento World Tobacco Day is one of hundreds of observances of the day around the United States and throughout the world. The Tobacco Education program at the Sacramento Urban League puts on the event locally to raise awareness of the importance of growing up without tobacco. Several hundred local residents, community based organizations, and others concerned about the impact of tobacco use are expected to attend the family oriented event.



## ISSUES/PROGRAMS LIST

### HEALTH (CONT'D)

Issue: Obsessive Compulsive Disorder

Program: Public File

Date: June 21, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: OCD is considered a mental disorder, specifically an anxiety disorder. As many as 7.5 million people in the United States may suffer from OCD at some time in their lives. The majority of people with OCD are aware their rituals are meaningless, yet they still experience a tremendous urge or impulse to escape the rational threat by engaging in these rituals. The support group is open to people who want to share their challenges and successes while living with OCD.

## ISSUES/PROGRAMS LIST

### ENVIRONMENT/ENERGY AND TRANSPORTATION

Issue: Ridesharing

Program: Public File

Date: April 5, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: New funds have recently been approved that will extend the life of the Sacramento region's Rideshare program up to five years. The program provides free computerized "matchlists" to people who are interested in carpooling or vanpooling. Millions of dollars are being spent on carpool lanes, and the rideshare program will help make better use of those lanes. Ridesharing is a basic transportation option that is one of many strategies commonly used by metropolitan areas to address congestion and air pollution problems.

Issue: California Forest Industry

Program: Public File

Date: May 3, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: The debate continues concerning the future of one of the nation's most valuable natural resources, our forests. Researchers believe the forests are infinitely renewable providing we manage for the future. More than 5000 products are made from wood, and wood is also a major energy source in California. The concept of sustainable forestry has become the basis of California's forest management strategy and is now being practiced throughout the state on private industrial forest land.

Issue: Clean Power

Program: Public File

Date: June 7, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: As of March 31, Californian's for the first time have the opportunity to choose how their electricity is generated. The Clean Power Day event seeks to teach consumers that clean, green power is one of their choices. Environmentally friendly power sources are those which rely on renewable sunlight and the earth's heat rather than fossil or nuclear fuels. Available clean power sources include wind, solar, biomass, geothermal, and hydroelectric.

## ISSUES/PROGRAMS LIST

### ENVIRONMENT/ENERGY AND TRANSPORTATION (CONT'D)

Issue: Fire Season / Fireworks Safety

Program: Public File

Date: June 14, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: The guests from the California Department of Forestry and Fire Protection discussed the upcoming fire season and precautions Northern Californians can take. The extremely long, wet El Nino winter has resulted in an excess of growth which will dry into an overabundance of fuel for fires. The dangers of fireworks was also covered.

Issue: Recycling

Program: Public File

Date: June 28, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: The County is regularly upgrading its curbside recycling programs. The items that can now be recycled by placing them on a resident's curb on their recycling day include aluminum, tin, cardboard, mixed paper, glass, certain plastics and used motor oil. The county is in the process of further facilitating curbside recycling by offering mixed recycling, where residents no longer have to separate their recyclables.

## ISSUES/PROGRAMS LIST

### MINORITIES/WOMEN/AGING

Issue: Ovarian Cancer

Program: Public File

Date: April 12, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: Assemblywoman Ortiz's bill authorizes the Department of Health Services to provide information to the public and to health providers about gynecological cancers. It also establishes a Women's Gynecological Information Advisory Council. Ovarian Cancer is the leading cause of death from gynecological malignancies in the United States. The American Cancer Society estimates that in 1998 some 25,400 new cases will be diagnosed nationally. Early detection is the key to containing the disease and saving lives.

Issue: Employment for Senior Citizens

Program: Public File

Date: June 28, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: The Area 4 Agency on Ageing is an organization that develops, coordinates and funds the Older Americans Act programs and services. They regularly conduct a needs assessment to determine needs of older persons and evaluate the effectiveness of available resources. Their Senior Employment Program places older citizens into full or part-time jobs. Many senior citizens are extremely capable individuals who want very much to contribute to their communities in worthwhile, useful ways. The program also offers job training to individuals 55 years and older.

## ISSUES/PROGRAMS LIST

### CRIME

Issue: Drunk Driving Prevention

Program: Public File

Date: April 12, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: Drive Sober Sacramento is a coalition of law enforcement, businesses and state agencies dedicated to increasing awareness to the problem of drinking and driving in our community. While alcohol related traffic fatalities have declined in California, alcohol related traffic fatalities for males between the ages of 21 and 34 has remained the same. California is still suffering far too many fatalities.

Issue: Child Abduction

Program: Public File

Date: April 19, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: The Interstate Association for Stolen Children's purpose is to return missing children to their parents and to retrieve children engaged in juvenile vice activities. Specifically, they work on non-family abductions or abductions by unknown individual cases. Their personnel also work hand-in-hand with authorities in the effort to take children out of prostitution and prosecute their captors.

Issue: Victim's Rights

Program: Public File

Date: April 19, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: Although California's tough new sentencing laws have positively impacted public safety, nearly 37 million people in America are touched by criminal victimizations annually, with over 9 million falling prey to violence. National Crime Victims' Rights Week is a time for communities to pay tribute and respect to those who have been devastated as a result of criminal victimization.

## ISSUES/PROGRAMS LIST

### CRIME (CONT'D)

Issue: Child Abuse by Care-Givers

Program: Public File  
Date: May 10, 1998  
Time/Duration: 10-10:30PM - 30 Minutes  
Type: Interview

Description: Trustline is the California registry of in-home child care providers who have passed a background screening. All caregivers listed with Trustline have been cleared through a fingerprint check of record at the California Department of Justice, which means they have no disqualifying criminal convictions or substantiated child abuse reports in California. Trustline provides invaluable information that helps ensure a child's safety.

Issue: Domestic Abuse

Program: Public File  
Date: May 17, 1998  
Time/Duration: 10:30-11P - 30 Minutes  
Type: Interview

Description: Make A Difference Project is an organization committed to transforming the lives of victims of domestic violence and abuse. They seek to involve every church, government agency, business and individual who can make a difference in domestic abuse victims' lives. The project's premise is that through extensive education and training, victims will have a much greater chance of detecting abusive characteristics in the early stages of a relationship and they will be empowered to take control of their own lives.

Issue: Assistance to Crime Victims

Program: Public File  
Date: May 31, 1998  
Time/Duration: 10-10:30PM - 30 Minutes  
Type: Interview

Description: The organization provides 24 hour crisis counseling and long-term individual and group support to victims, as well as to their friends and family to have suffered trauma from violent crime and /or serious injury. Programs include victims rights advocacy, a homicide support group, elder abuse prevention training, an art therapy program for children, a special victim recovery program and an active volunteer program.

## ISSUES/PROGRAMS LIST

### DRUG ABUSE

Issue: Drunk Driving Prevention

Program: Public File

Date: April 12, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: Drive Sober Sacramento is a coalition of law enforcement, businesses and state agencies dedicated to increasing awareness to the problem of drinking and driving in our community. While alcohol related traffic fatalities have declined in California, alcohol related traffic fatalities for males between the ages of 21 and 34 has remained the same. California is still suffering far too many fatalities.

## ISSUES/PROGRAMS LIST

### HOUSING

Issue: Affordable Housing

Program: Public File

Date: May 24, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: Affordable Housing Week came out of a recognized need for increased public awareness of the importance of affordable housing in the Sacramento area. It became increasingly clear to the event coordinators that a concentrated education effort is necessary to counter or mitigate public opposition to affordable housing. A major component of the week was a series of open houses at various affordable housing developments throughout the county as well as an informational workshop and social event.

Issue: Flood Insurance Re-Zoning

Program: Public File

Date: June 14, 1998

Time/Duration: 10:30-11P - 30 Minutes

Type: Interview

Description: The Sacramento area faces significant flood risks and is therefore included in a newly designated high-risk flood zone called the AR Zone. Until levee repairs are completed, maintenance of flood insurance is mandatory for anyone with a federally backed mortgage in the affected area. Rates for flood insurance in the newly designated AR Zone will be considerably less expensive if purchased prior to July 6<sup>th</sup>, when the new rate maps take affect.



## ISSUES/PROGRAMS LIST

### YOUTH/FAMILY

Issue: At-Risk Youth

Program: Public File

Date: April 5, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: Stanford Home for Children provides therapeutic group homes for boys and girls ages 11 to 18 who have psychiatric and/or severe emotional problems that cannot be treated at home or in foster care. The facilities include a school for teens who have special educational needs that cannot be met in public schools. They offer pre-vocational training, four-tiered system doing chores and office work, then graduation to working in ROP programs. Other programs include art therapy and recreational therapy.

Issue: Child Abuse by Care-Givers

Program: Public File

Date: May 10, 1998

Time/Duration: 10-10:30PM - 30 Minutes

Type: Interview

Description: Trustline is the California registry of in-home child care providers who have passed a background screening. All caregivers listed with Trustline have been cleared through a fingerprint check of record at the California Department of Justice, which means they have no disqualifying criminal convictions or substantiated child abuse reports in California. Trustline provides invaluable information that helps ensure a child's safety.

## NEWS DEPARTMENT

KXOA airs newscasts twice an hour during Morning Drive, beginning at 5:50am and running until 8:50am, for a total of approximately 375 newscasts per quarter. The reports are roughly 2 minutes in length and include international, national and local news as well as a sports update, a detailed traffic report, and local weather information. The content of the news stories range from major national and international headlines to issues that directly and specifically affect the greater Sacramento area. Health issues, entertainment and human interest stories are also included as they occur. On an average each newscast is made up of seven stories for a total of over 2,300 topics per quarter.

## THE GREEN REPORT

In addition to the Public File program and newscasts, KXOA airs "The Green Report" weekdays during mid-days. This is a thirty to sixty second piece that addresses environmental issues on a local, national and/or global level. Topics that were covered in the last quarter included a study showing catalytic converters may cause global warming, environmentally conscious dry cleaners, "The Green Home" CD-ROM, the implementation of smog check 2 in California, Hawaiian tour boats that run on old french fry grease, the recycled clothing and accessories industry, recycled-content building materials, the use of recycled water on local golf courses, parks and landscape irrigation, recycling garbage into gifts, the correlation between polluted air and asthma, Sacramento's partnership with NASA and the EPA in a study on "urban forests", state honors to top 10 companies for reducing and recycling waste, The American Lung Association's Clean Air Month activities, grasscycling, xeriscaping, myths and misconceptions about buying recycled, and a book on ordinary household items used in place of polluting cleansers.

## CALIFORNIA JOB JOURNAL

KXOA airs daily announcements of job openings as listed in the California Job Journal, a free, weekly local publication. Among the organizations which have had job openings advertised this quarter were Ryder Transportation Services, Vietnam Veterans of California, Central State Credit Union, La Bou Bakery and Cafe, General Mills, Inc., Stanford Home for Children, Yolo County Superintendent of Schools, Union Safe Deposit Bank, San Joaquin Delta College, U-Haul, Amador Water Agency, Nor Cal Beverage Company, Wild Sports, Ray's Auto, Enterprise Leasing, Wells Fargo, Robla School District, Sacramento Public Library Authority, Family Service Agency, Fuji Restaurant, Taco Bell, SMUD, Sound Stream Technologies, Placer County, Ferrari Color, Inc., Bio-Cypher Laboratories, and ALZA Corporation.

## PSA's - THE COMMUNITY CONNECTION

KXOA, KSSJ and KXOA rotate public service announcements at a rate of at least one per airshift. Each PSA is in rotation for approximately two weeks. Among the groups whose announcements aired last quarter are:

	<u>KXOA</u>	<u>KXOA</u>	<u>KSSJ</u>
The Sacramento Food Bank Literacy Program	6	7	6
Placer County SPCA	9	9	8
Friends of the Sacramento Library	7	6	6
Rotary Club of Carmichael	7	7	6
Greater Sacramento Urban League	5	8	8
The Safety Center	6	6	9
Sacramento Diabetes Day Camp	7	5	7
Friends of the Folsom Zoo	8	7	5
Mercy Health Care	7	7	6
Sacramento Local Conservation Corps	6	8	6
Caring About Kids Mentoring Program	8	8	7
Families First	8	6	8
Sacramento Theater Company	7	6	5
Make-A-Wish Foundation	7	7	6
Narconon	8	8	7
Big Brothers / Big Sisters	6	6	8
Stanford Settlement	8	7	5
Volunteers in Victim Assistance	6	5	7
Clean Power Day	7	7	6
Canine Companions for Independence	5	6	8
Infoline Sacramento	7	8	6
California Child, Youth & Family Coalition	5	6	8
County & City of Sacramento	7	5	7
Aide Corps for the Elderly	5	7	7

## SACRAMENTO VALLEY BROADCASTERS ASSOCIATION / ASCERTAINMENT

SVBA conducts Ascertainment interviews because the member stations believe it is an excellent way to stay in touch with community leaders and to stay informed about issues that should be reported on in news and public affairs programs. During an ascertainment interview, station representatives take notes on speakers' comments, which are then used to generate ideas for news and public affairs programs. Guests this quarter included speakers from Big Brothers / Big Sisters of Greater Sacramento, Local 4-H, Boy Scouts of America, Boys and Girls Clubs of Greater Sacramento, Project MALE, Martial Arts Issues, AT&T Wireless Service, Neighborhood Accountability Board, Women's Resource and Business Directory, The Air Quality Management District, and Sacramento Neighborhood Housing Services.

**NEWSWEEK ON-AIR**  
**SUNDAYS 6A-7A**

*Sunday, April 5, 1998*

*The Jones Lawsuit Is Off.* Guests: Evan Thomas, Newsweek assistant managing editor, Washington; Stephen Ambrose, presidential scholar, Bay St. Louis, MS.

*The Nation's Business After Jones.* Guests: Jonathan Alter, Newsweek senior editor, New York; Stanton Glantz, professor, Institute for Health Policy Studies, University of California, San Francisco, author "The Cigarette Papers".

*The Power of the Holy Spirit.* Guests: Ken Woodward, Newsweek religion editor, New York, New York; Actor Robert Duvall, writer, director and star of "The Apostle", The Plains, VA.

*Is Anyone Getting Those Swiss Bank Payments?* Guests: Michael Hirsh, Newsweek Washington correspondent; Edward Fagan, attorney handling Holocaust claims on Swiss banks, New York.

*Exposing Woody.* Guest: Barbara Kopple, director, "Wild Man Blues"; New York.

*Sunday, April 12, 1998*

*The Tobacco Wars.* Guests: Matt Cooper, Newsweek Washington correspondent; Jack Calfee, resident scholar, American Enterprise Institute, Bethesda, MD.

*Tamoxifen: A Turning Point Against Cancer?* Guests: Sharon Begley, Newsweek science editor; Robert Lipsyte, author "In The Country of Illness"; both New York.

*Israel at 50.* Guests: Joe Contreras, Newsweek Jerusalem bureau chief; Abdessalem Najjar, development director, Neve Shalom-Wahat al Salam; Tel Aviv.

*"Seinfeld" Wraps.* Guests: Josh Hammer, Newsweek Los Angeles bureau chief; Kenny Kramer, former stand-up comic, real-life model for Seinfeld's 'Kramer'; Los Angeles.

*Yankee Stadium is 75.* Guest: Ray Robinson, author, 'Yankee Stadium: 75 years of drama, glamor & Glory'; New York.

## NEWSWEEK ON-AIR (Cont'd)

*Sunday, April 19, 1998*

*Married to the Market.* Guests: Robert Samuelson, Newsweek Economics, Columnist, Washington; John Leland, Newsweek Senior Editor, New York.

*Pol Pot: Escaping Justice?* Guest: Dr. Stephen Morris, Fellow, Johns Hopkins School of Advanced International Studies and author of *Why Vietnam Invaded Cambodia*, Washington.

*4PM, Where Are Your Kids?* Guests: Jonathan Alter, Newsweek Senior Editor, Washington; Ruben Ortega, Chief of Police, Salt Lake City, Utah.

*Reviving the Rat Pack.* Guests: Rick Marin, Newsweek TV Writer, New York; Tina Sinatra, daughter of Frank Sinatra, Los Angeles.

*Rx Danger.* Guest: Claudia Kalb, Newsweek correspondent, Boston.

*Sunday, April 26, 1998*

*Russia and NATO Expansion.* Guest: Fareed Zakaria, managing editor, 'Foreign Affairs', Toronto.

*Second Thoughts About the Euro.* Guest: Michael Elliott, editor, Newsweek International; New York.

*Exciting New Information On How Planets Are Formed.* Guests: Sharon Begley, Newsweek science editor; Pelham, New York; Ray Jaywardhana, Harvard astronomy graduate student, Harvard University, Cambridge, MA.

*Politics: A Sanctimonious Middle?* Guests: Corie Brown, Newsweek entertainment correspondent; Mike Horowitz, acquisitions coordinator, Sundance Channel; both Los Angeles.

*Black Americans Learn About Racism In Asia.* Guest: Lynette Clemetson, Newsweek Hong Kong correspondent.

## NEWSWEEK ON-AIR (Cont'd)

*Sunday, May 3, 1998*

*Starr, Clinton, Hubbell, et al.* Guests: Michael Isikoff and Daniel Klaidman, Newsweek Washington correspondents; Washington.

*Dalai Dilemma.* Guests: Kenneth Woodward, Newsweek religion editor; Donald Lopez, Professor of Buddhist and Tibetan Studies, University of Michigan and author of "Prisoners of Shangri-La".

*Building Better Boys.* Guests: Claudia Kalb, Newsweek Boston correspondent; Dr. Clifford Watson, founder of Detroit's Malcom X Academy.

*Summer Movie Picks.* Guests: Corie Brown, Newsweek entertainment correspondent; Michael Bay, director "Armageddon".

*He Ruined Television.* American Masters looks and Don Hewitt. Guests: Susan Lacey, executive producer, 'Don Hewitt: 90 minutes on 60 minutes'. PBS American Masters Series.

*Sunday, May 10, 1998*

*New Anti-Cancer Drugs: Dreams and Schemes.* Guests: Claudia Kalb, Newsweek Boston correspondent; Joseph Bertino, chief of molecular pharmacology and therapeutics, Sloan-Kettering Cancer Center, New York.

*Daimler Marries Chrysler.* Guests: Dan McGinn, Newsweek Detroit bureau chief; Daniel Yergin, president, Cambridge Energy Research Associate, author, 'Commanding Heights: The Battle Between Government and Marketplace that is Remaking the Modern World'; Washington.

*Mideast Peace Update.* Guest: Melinda Liu, Newsweek diplomatic correspondent, Washington.

*A Fresh Apple.* Guests: Steven Levy, Newsweek technology correspondent, New York; Steve Jobs, Interim CEO, Creative Strategies Research International; San Jose, California.

*Bulworth or Just Bull?* Guest: Warren Beatty, co-writer, director and star of 'Bulworth'; New York.

## NEWSWEEK ON-AIR (Cont'd)

*Sunday, May 17, 1998*

*India Joins The Club.* Guests: Evan Thomas, Newsweek assistant managing editor, Washington; Arjun Makhijani, president, Institute for Energy and Environmental Research; Santa Fe, New Mexico; Fareed Zakaria, managing editor, Foreign Affairs magazine, New York.

*Indonesia Burning.* Guests: Ron Moreau, Newsweek Bangkok bureau chief, Jakarta; Marshall Bouton, executive vice president, Asia Society, New York.

*The Race To Control The Portal To The Internet.* Guests: Steven Levy, Newsweek technology columnist, Lenox, MA; Jerry Yang, co-creator, Yahoo, Cleveland.

*Remembering Frank Sinatra.* Guests: Wilfrid Sheed, writer, Grammy Award Winner for Sinatra liner notes; Noyack, New York (original air date: 11/12/95); Andrea Marcovicci, cabaret singer, New York (original air date: 11/12/95); Tina Sinatra, Frank Sinatra's daughter, Los Angeles (original air date: 4/19/98); Shawn Levy, movie critic, The Oregonian; author, 'Ratpack Confidential'; Portland, Oregon.

*Sunday, May 24, 1998*

*Suharto Steps Aside.* Guests: Ron Moreau, Newsweek Bangkok bureau chief, Jakarta; Jonathan Paris, attorney, fellow, Council on Foreign Relations, New York.

*Churches, Children and Violence.* Guests: Rev. Eugene River, director, Ella J. Baker, House, Boston; Kenneth Woodward, Newsweek religion editor, Briarcliff Manor, New York.

*US vs. Microsoft.* Guests: Steve Levy, Newsweek technology columnist, New York; Thomas Christo, attorney specializing in computer law; North Hampton, New Hampshire.

*What Is Organic?* Guests: Robert Anderson, owner, Walnut Acres Organic Farm; Penns Creek, PA; Lyndon Virkler, culinary education coordinator, New England Culinary Institute; Montpelier, VT.

*Keeping Up With The Super Joneses.* Guest: Juliet Schor, Harvard economist, author, 'The Overspent American'; Boston.

## NEWSWEEK ON-AIR (Cont'd)

*Sunday, May 31, 1998*

*Pakistan Joins The Club.* Guest: Richard Allen, former National Security Advisor, Washington.

*RFK Remembered.* Guests: Evan Thomas, Newsweek assistant managing editor, Washington; Arthur Schlesinger, historian; author, 'Robert Kennedy: In His Own Words'; New York.

*Dealing With School Kids Who Kill.* Guests: Josh Hammer, Newsweek Los Angeles bureau chief; Ronald Stephens, executive director, National School Safety Center; Westlake Village, California.

*World Cup Preview.* Guests: Mark Starr, Newsweek sports editor, Boston; Alan Rothenberg, president, US Soccer Federation, Westwood, New Jersey.

*A Shipwreck Adventure.* Guest: Gary Kinder, author, 'Ship of Gold In The Deep Blue Sea'; Seattle.

*Sunday, June 7, 1998*

*Politics and Privilege.* Guests: Howard Fineman, Newsweek chief political correspondent, Washington; Charles Cook, editor, "Cook Political Report", Washington.

*Germany Loves The Jews.* Guests: Andrew Nagorski, Newsweek Berlin bureau chief; Daniel Goldhagen, Harvard political scientist, author, "Hitler's Willing Executioners", Cambridge, Massachusetts.

*Binge Drinking: The MIT Example.* Guests. John McCormick, Newsweek Chicago bureau chief, New York; Joel Epstein, senior associate, Higher Education Center for Alcohol and Other Drug Prevention, Boston.

*The Science of Memory.* Guests: Geoff Cowley, Newsweek medicine editor, New York; Barry Gordon, chief of Memory Disorders Clinic, Johns Hopkins University, Philadelphia.

*The Era of Milton.* Guest: Robert Samuelson, Newsweek economic columnist, Washington.



## NEWSWEEK ON-AIR (Cont'd)

*Sunday, June 14, 1998*

*What To Do About Kosovo.* Guests: Rod Norland, Newsweek Balkans bureau chief, Brighton, England; Morton Abramowitz, former assistant Secretary of State, Washington.

*Nigeria After Abacha.* Guests. Marcus Mabry, Newsweek Johannesburg bureau chief; Hafsat Abiola, daughter of Nigeria's jailed elected president, director, Institute for Nigerian Democracy, Washington.

*Tobacco Bill Update.* Guests: Matt Cooper, Newsweek Washington correspondent; John Neville, actor, "Fight The Future", the "X-Files" movie, Los Angeles.

*The Joys Of Oneness.* Guest: Marcelle Clements, author, "The Improvised Woman", New York.

*Sunday, June 21, 1998*

*China Summit Preview.* Guests: Lally Weymouth, Newsweek contributing editor, New York; Orville Schell, journalism school dean, University of California, author, "Mandate of Heaven", Berkeley; George Wehrfritz, Newsweek Beijing bureau chief.

*Tobacco Politics.* Guest: Matt Cooper, Newsweek Washington correspondent.

*Kenneth Starr and The News Media.* Guests: Lawrence Walsh, former special prosecutor, Orlando, Florida; Tom Rusentiel, director, Project for Excellence in Journalism, Washington.

*A Hundred Years Of Movies.* Guests: David Ansen, Newsweek film critic; Curtis Hanson, movie director, "LA Confidential", both Los Angeles.

*AIDS Update.* Guest: Adam Rogers, Newsweek science correspondent, New York.

## NEWSWEEK ON-AIR (Cont'd)

*Sunday, June 28, 1998*

*Clinton in China.* Guests: George Wehrfritz, Newsweek Beijing bureau chief; Xiao Qiang (shao chong), executive director, Human Rights in China; New York.

*The Search For An AIDS Vaccine.* Guests: Geoff Cowley, Newsweek medicine editor, New York; Seth Berkley, president, International AIDS Vaccine Initiative; Geneva.

*The Morning's Sad Star.* Guest: Katie Couric, co-host, 'Today', New York.

*Why The Movies Are Getting Louder.* Guests: Ray Sawhill, Newsweek book review editor; Randy Thom (tom), movie sound designer, 'Starship Troopers', 'Contact', 'Forrest Gump', San Francisco.

*The A-T-and-T-T-C-I Merger: A Skeptic's View.* Guest: Allan Sloan, Newsweek Wall Street editor, Millburn, New Jersey.

**KXOA / ENTERCOM PUBLIC SERVICE ORIENTED  
APPEARANCES, EVENTS AND FUNDRAISERS**

On May 9<sup>th</sup>, employees from all 5 Entercom/Sacramento stations participated in "The Human Race". Entercom raised \$3,000 for Big Brothers / Big Sisters of the Greater Sacramento Area, Families First, and the Shriner's Hospital.

Entercom / Sacramento has once again committed their support of United Way of Sacramento as a corporate benefactor at the Platinum Level.

On May 14<sup>th</sup>, KXOA hosted a "Sein-Off" Party for Big Brothers / Big Sisters at the Hyatt Hotel. This party was to view the final episode of Seinfeld. The event raised over \$5,000.

On June 6<sup>th</sup>, KXOA hosted the "Doggy Dash" for the Sacramento SPCA at the California State University Sacramento Campus. KXOA provided 80 public service announcements over a three week period.



**Big Brothers / Big Sisters**  
of the Greater Sacramento Area, Inc.

2856 Arden Way, Suite 150  
Sacramento, CA 95825-1374  
(916) 482-9302 Fax  
(916) 482-9300

May 15, 1998

Mr. John Geary  
VP/General Manager  
Intercom Radio  
5345 Madison Avenue  
Sacramento, CA 95814

KAT -  
for your  
Sander Walker

Dear Mr. Geary,

Thank you for allowing Big Brothers Big Sisters the opportunity to work with the Arrow staff in promoting the "Seinfeld Sein-Off" party, May 14, 1998.

As you know, Sander Walker is an active member on our board of directors. Sander's continuous support of Big Brothers Big Sisters is second-to-none. Additionally, Carrie Owens, Tom Nakashima, Mike Rogers, and Roy Kinji provided countless hours of dedication toward making the event happen.

Six weeks ago, we set out with an idea to do something on probably the most competitive nights in years. I presented the idea to Mike Rogers and Tom Nakashima... from then on the event was destined to be a success. After all was said and done, over 300 people attended the event and have projected net revenue at nearly \$5,000.

I appreciate the level of support the Arrow and Intercom Radio has provided to Big Brothers Big Sisters of Greater Sacramento. Your aid allows us to provide at-risk single-parent children in our community a carefully screened and trained adult role model (mentor), someone who will make a positive difference in a child's life.

Once again, kudos to Intercom Radio, you are the best!

Sincerely,

Dann Ingram  
Executive Director

CC: Sander Walker, Tom Nakashima, Carrie Owens, Mike Rogers, Roy Kinji

*Kat - for Italy report*

1998 Hewlett-Packard Employee Scholarship  
Awards Dinner  
May 27, 1998

Welcome, Introduction      Nancy Sayer, Scholarship Chair

Buffet Dinner  
By Marriott

Mixed Seasonal Greens with Choice of Dressing  
Nicoise Salad  
Three Bean Salad  
Chicken Apple Almond  
Sliced Marinated Tri-Tip with  
Onions and Peppers  
Chef's Choice of Accompaniments  
Rolls and butter, Assorted Desserts  
Coffee, Tea, Decaffeinated Coffee  
Soft Drinks

Guest Speaker – Sander Walker  
Radio Personality – Arrow 108

Award Presentation – Nancy Sayer, Patricia Dunn

Farewell/Closing – Nancy Sayer